THE CLAIMS

I claim:

1.   A method of retail shopping including an establishment-specific intranet, the method comprising the steps of:

(a)   assigning an establishment specific shopper profile to each customer and digitally expressing the same in an intranet access means;

(b)   within a retail establishment, selecting a product search mode from the mode members consisting of:

(i)   physically looking at a product on display;

(ii)   observing a static, dynamic, or other pre-defined electronic image or series thereof including store department-specific product images; and

(iii)   proceeding to an intelligent shopping station (ISS) comprising said establishment intranet and accessing said intranet with said intranet access means.

(c)   if said step (b) (iii) is selected, employing said ISS to use and view a graphical user interface (GUI) thereof; and

(d)   at said graphical user interface, accessing product specific information within searchable databases of said ISS, selected from suggestion categories consisting of

product information, frequently asked questions about a consumer indicated product, alternatives to said indicated product, coordinates suitable therewith, and combinations thereof.

2.   The method as recited in Claim 1, in which said Step (d) of accessing of suggestion categories comprises the step of:

(e)   sorting each category of suggestion in accordance with one or more criteria including geographical region, season, age of shopper, other personal data profile of the shopper, price range of interest, current discounts, and by random.

3.   The method as recited in Claim 2, further comprising the step of: accessing said criteria of said suggestion categories in accordance with a selected store display site or department that is displayed on said GUI.

4.   The method as recited in Claim 2, further comprising the step of: executing a zoom function upon any visually expressed suggestion of said sorting step (e) above.

5.   The method as recited in Claim 2, further comprising the step of: arranging customer search results of said sorting step (e) in accordance with management defined priorities.

6.   The method as recited in Claim 2, further comprising the steps of:

(f1)   if Step (b)(i) or (ii) above is selected, obtaining a bar code tag or element corresponding to a product of potential interest; and

(g1)   bringing said tag to said ISS to consummate a sales transaction.

7.   The method as recited in Claim 2, further comprising the steps of:

(f2)   if step (b)(i) or (ii) above is selected, determining a product of interest;

(f3)   if said product is not in stock or is not in stock in the exact desired size, color or quantity, obtaining a bar code tag or element corresponding to said product; and

(g2)   bringing said tag to said ISS to effect an on-line order of the exact desired product, in which offsite fulfillment means are employed by said ISS.

8. The method as recited in Claim 2, further comprising the step of: providing customer assistance at said ISS during any of said ISS use steps above.

9. The method as recited in Claim 6, further comprising the step of: providing customer assistance at said ISS during any of said ISS use steps above.

10. The method as recited in Claim 7, further comprising the step of: providing customer assistance at said ISS during any of said ISS use steps above.

11. The method as recited in Claim 2, further comprising the step of: positioning a fabric sample table near said electronic images and/or said ISS.

12. The method as recited in Step 2, further comprising the step of: storing each customer product search for purposes of later external internet access through the use of said intranet access means of the customer.

13. The method as recited in Claim 2 in which said intranet access means comprises a panel of credit card size and dimension.

14. The method as recited in Claim 13 in which said panel comprises a retail store charge card.

15. The method as recited in Claim 1, further comprising the step of: accessing said criteria of said suggestion categories in accordance with selected store display sites or departments that are displayed on said GUI by random.

16. The method as recited in Claim 15, in which said Step (d) of accessing of suggestion categories comprises the step of:

   (e) sorting each category of suggestion in accordance with. one or more criteria including geographical region, season, age of shopper, other personal data profile of the shopper, price range of interest, current discounts, and by random.

17. The method as recited in Claim 15, further comprising the Step of:

   click-or cursor-selecting a product of interest show in one of said store display sites upon said GUI; and

   providing selectable information about said product.

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18. The method as recited in Claim 17, further comprising the step of:

executing a zoon function upon said selected product.

19. The method as recited in Claim 17, further comprising the step of:

continuously providing views of product alternatives and/or coordinates to said selected product.

20. The system as recited in Claim 18, further comprising the step of:

continuously providing views of product alternatives and/or coordinates to said selected product.

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